

SEARCHED			
Class	Sub.	Date	Exmr.
370	252	6/11/04	ST
	310		
	328		
	352		
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	<del>370</del> 378		
	401		
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	477.		

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	Date	Exmr.
East	6/11/04	ST

INTERFERENCE SEARCHED			
Class	Sub.	Date	Exmr.

1. The first step in the process of developing a business plan is to conduct a thorough market research. This involves identifying the target market, understanding their needs and preferences, and analyzing the competitive landscape. Market research can be conducted through various methods, including surveys, interviews, and focus groups.

2. Once the market research is complete, the next step is to define the business's mission and vision. The mission statement should clearly state the purpose of the business and the values it stands for. The vision statement should describe the long-term goals and aspirations of the business.

3. The third step is to develop a detailed financial plan. This includes creating a budget, forecasting revenue and expenses, and determining the break-even point. The financial plan should also outline the funding requirements and the sources of capital.

4. The fourth step is to create a marketing and sales strategy. This involves identifying the most effective channels for reaching the target market, developing promotional campaigns, and establishing a sales process. The marketing and sales strategy should be flexible and adaptable to changes in the market.

5. The final step is to write the business plan. This document should provide a comprehensive overview of the business, including the market research, mission and vision, financial plan, and marketing and sales strategy. The business plan should be written in a clear and concise manner, using data and evidence to support the claims.